

The Connection

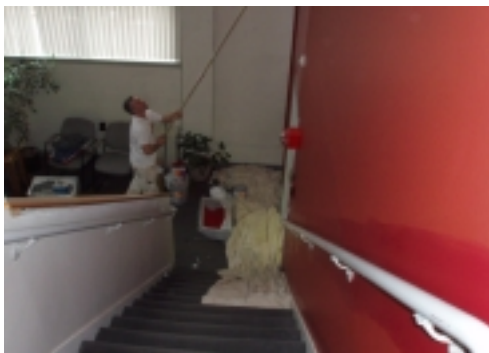
Newsletter of Shrewsbury Media Connection

Volume 18, No. 1 March 2005

SMC Renewal

by Bill Nay, Manager

The entire interior of the Shrewsbury Media Connection's Parker Road facility was recently painted. Come on down and check out the lively new colors!



Mike Quirion shows his reach while painting the interior of SMC.

In addition to the painting, SMC will be putting up an exhibit of old video equipment dating back to the days before camcorders existed. Many of the pieces to be exhibited are donations from Shrewsbury residents.

Strategic Planning Meeting

The SMC Advisory Board and Staff will be meeting Thursday, **March 31st at 7:00 PM** for a brainstorming and planning session for the future of SPAC and SMC. The last time SMC had a comprehensive strategic planning session was in late 2001.

Some of the key topics that we will be covering are:

How to deal with continued growth, planning for equipment upgrades to keep pace with technology, how to handle archiving some of the valuable visual assets in the tape library and forming a "Friends of" organization to address some of these issues.

If you would like to participate in this session, please contact Bill Nay or come to the studio that night. All input is welcomed and considered.

SMC Staff

Bill Nay - Community Programming Manager
Marc Serra - Access Coordinator
LoriAnne Bergman - SPAC TV 33 Program Coordinator
Liz Poplawski - SETV 34 Educational Coordinator
Maria Sheehan - SGTV 35 Government Coordinator
Paul Gustafson - Technical Coordinator

SMC Advisory Board News

by Laurie Hogan, Chair

Join us on **April 8th at 6:00 P.M. at the Italian American Victory Club (IAVC)** on Dewey Road for the SMC's Annual Membership Meeting prior to the 16th Annual Producer Awards Night banquet. We thought it would be a nice change to hold it in conjunction with the Annual Producer Awards honoring our producers. This is your opportunity to hear reports from the Advisory Board and SMC Manager, Bill Nay, as well as to vote to fill seats on the SMC Advisory Board. Three two-year terms will be open. If you are member who is interested in committing to a monthly meeting and contributing to the running of Shrewsbury Media Connection, please contact Bill Nay at 841-8650 or bnay@ci.shrewsbury.ma.us to be put on the ballot. Nominations may also be accepted on the floor during the meeting.

As a Reminder...VOTING MEMBERS ARE: "Any resident, employee of the Town of Shrewsbury or person who is a member of or affiliated with a Shrewsbury-based 501c3 organization, who has completed a SMC orientation and who has signed the Agreement with SMC Policy and Guidelines for Membership Form shall be qualified for membership in this organization. Members prior to June 17, 1998 shall retain existing membership status and privileges." (*from SMC by-laws*) Please plan to attend.

Producer Wanted

"Ask the Manager," bi-monthly talk show with Dan Morgado, is looking for a producer. The producer's responsibilities include; finding guests for the show, and hosting, or finding a host for one taping a month. **"Ask the Manager"** is in it's 7th year of production. If interested call: Maria Sheehan or Bill Nay at (508) 841-8650.

SMC Advisory Board

Laurie Hogan - Chair
Nick Todisco - Vice Chair
John McDonald - Secretary
Donna Pisano
Nick Wells

Classes & Production

SPACTV 33 Update

by LoriAnne Bergman, SPAC Programming Coordinator

Thanks to all who contributed to the **1,606 new programs in 2004**, an average of **37.7 hours of new programming per week!** Due to years of programming, help is needed in the Library. Please meet with me to clean out your old programs and decide what to keep, what to archive, what to discard.

Established series producers must renew their Cablecast Request & Indemnification Forms for 2005. Schedule changes may be requested as well. Automated playback is currently in VHS, SVHS, Mini-Dv & DVD format in standard play. If you are considering a change in your media or time format, please discuss this with me as it may impact your schedule due to availability of equipment and timeslots.

SETV 34 Update

by Liz Poplawski, SETV 34 Coordinator

Look for these new and exciting episodes this spring on channel 34. SHS Perspectives: Tsunami Relief and Teen Issues, Teen Problems; Principal Concerns: Diversity; **MSNN: Literacy**; Celebrating Our Students - March Edition; MSNN: Poetry with Sherwood Students; **ETS News 34: Live** March 23rd at 7pm; **Colonial Magazine: Live** April 18th at 7 pm and **School Committee Meetings: Live** March 6 th, April 6th and April 27th all at 7 pm.



SGTV 35 Update

by Maria Sheehan, SGTV 35 Coordinator

Thanks to all who read stories for **SGTV Holiday Story Time**. It was fun to produce and we had a positive response from the town. The January/February **Police Beat** chronicled Lt. Jim Hurley's stay at the FBI Academy in Quantico. Rep. Karyn Polito was instrumental in getting the Red Sox World Series Trophy displayed at the Oak Middle School. She did a segment for her show **Our Boston Connection** while we were there. SGTV-35 says good-bye to **Navy Marine Corps News** and **Air Force Television News**. The distribution has been cut from the military budget.

SGTV-35 welcomes **Senate Forum** with Sen. Ed Augustus. He will talk to people in the community who are making a difference in Worcester County and issues that affect our district. We have picked up **Army Health News** and the **Medicare/Medicaid** show. We hope to get two new shows off the ground: **Issues in Public Policy**, hosted and produced by Selectmen, Maurice DePalo, and our new Librarian, Ellen Dolan, has expressed an interest in producing a show.

FREE CLASSES

ORIENTATION

Interested in finding out what Public Access television is all about? Do you want to see your Public Access facility? Then, join us for a brief session that will enlighten you as to what Public Access is, what SMC has to offer, and how you can access the power of television. Orientation is required before enrolling in a SMC class. Orientations are scheduled on a one-to-one basis.

**Call Marc Serra at SMC
(508) 841-8650**

BASIC FIELD PRODUCTION

A comprehensive 2-session course. Training in single camera digital video production including: camera use, shooting techniques, lighting, audio and more. The course will enable participants to produce programming for cablecast on Channel 33. Orientation is a prerequisite to this class.
Class Dates: to be announced

BASIC STUDIO

Introductory 4-session course on the basics of operating cameras, recording sound, technical directing, managing a production, and the use of Scala graphics in the SMC studio. You will get hands-on experience during class. This course will enable participants to produce programming for cablecast on SPAC TV 33. Orientation is a prerequisite.

Class Dates: to be announced

DIGITAL EDITING

4-sessions cover features of Apple's Final Cut Pro editing software. Cut and Paste video clips, add music, graphics, and transitions all in one easy to use interface.

Class Dates: to be announced

Shrewsbury Media Connection

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SMC's Annual Membership Meeting & Producer Awards

Who will be the Producer of the year for 2004? Find out at this year's ***16th Annual Producer Appreciation Awards banquet on Friday, April 8th at 6:30 PM at the Italian American Victory Club on Dewey Road.*** Each year Shrewsbury Media Connection recognizes the many producers and volunteers that create the programming for our



Monica Mansfield
Producer of the Year 2003

P-E-G Access channels - SPAC TV 33, SETV 34 & SGTV 35. The ***Producer of the Year*** is awarded to the one who best demonstrates: "Service to the community through programming, produces a variety (in style and content) of programs, incorporates other producers into productions, supports other producers in their programs, maintains high technical standards, promotes SMC and the philosophies of Public Access and shows growth in all areas of community producing." Many awards will be given out that evening for Public, Educational and Governmental Access producers including: The Spirit of Access Award, the SPACkle Award and New Series of 2004.

April 8th at 6 PM, prior to the Producer Awards Banquet and Ceremony, Shrewsbury Media Connection will hold it's ***Annual Membership Meeting and Election of Advisory Board Members.*** Turn to the front page for more info on this very important topic.

Producer of the Year 2004

Mission: To build community, empower the individual, and ensure First Amendment expression through the utilization of communication technologies.